EXHIBIT, SPONSORSHIP, AND ADVERTISING OPPORTUNITIES

FMX
FAMILY MEDICINE
EXPERIENCE
SAN ANTONIO
SEPTEMBER 12-16, 2017 | aafp.org/fmx

Henry B. Gonzalez Convention Center
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**The AAFP is for Family Physicians**
The AAFP is the only medical organization dedicated solely to family medicine, and represents 124,900 family physician, resident, and medical student members. Of the primary care specialties, family physicians provide care to the largest percentage of the U.S. population.

**FMX is For Family Physicians**
The AAFP Family Medicine Experience (FMX) is THE largest annual gathering of family physicians. It’s where 4,000 attendees come for solutions to amplify their patient care, live CME that challenges their knowledge, inspiration from keynote speakers, and powerful peer connections.

**The AAFP is for Family Physicians**
The AAFP is the only medical organization dedicated solely to family medicine, and represents 124,900 family physician, resident, and medical student members. Of the primary care specialties, family physicians provide care to the largest percentage of the U.S. population.

**Provide Solutions to Attendees**
The FMX Expo Hall is the largest gathering of physicians who are seeking innovative products and services and expert input on health care solutions.

*No other meeting gives you the opportunity to influence the health care of 8.6 million people.*

Family physicians have an average patient panel of 2,152 so with 4,000 FMX attendees, your brand reach could be monumental.
Generate leads, build meaningful relationships, and reconnect with existing clients.

Past Exhibitor Feedback:

- 87% find value in exhibiting at FMX
- 86% reported meeting their marketing objectives
- 82% say that the AAFP stands for something important to them
- 85% say that the AAFP has a positive reputation in their industry

Past Attendee Feedback:

- 8 out of 10 say FMX is a MUST-ATTEND meeting
- 97% would RECOMMEND FMX to colleagues
- 91% VISIT the EXPO HALL

Why Attendees Visit the Expo Hall:

- 93% See innovative products and services
- 89% Have questions answered on the spot
- 89% Interact with new products
- 78% Ability to talk to experts

For more information or customized solutions contact:

JULIA OZARK, CEM | AAFP | 913.906.6297 | JOZARK@AAFPORG
Complete your online exhibit agreement for booth space at www.aafp.org/fmx/exhibitors

Installation of Exhibits
• Monday, September 11 | 1–5 p.m.
• Tuesday, September 12 | 8 a.m.–5 p.m.
• Wednesday, September 13 | 8 a.m.–3:30 p.m.

Exhibit Dates and Hours (14.5 total hours)
Wednesday, September 13 | 4:30–7 p.m.
Thursday, September 14 | 9:30 a.m.–4:30 p.m.
Friday, September 15 | 10:30 a.m.–3:30 p.m.

Dismantling of Exhibits
• Friday, September 15 | 4–7 p.m.
• Saturday, September 16 | 8 a.m.–5 p.m.

The priority point deadline is January 3. All contracts received by January 3 can use priority points for booth selection. Booth assignments will begin January 4. All contracts received after January 3 will be assigned on a first-come, first-served basis.

2017 Exhibit Space Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Booth</td>
<td>$3,100</td>
</tr>
<tr>
<td>10’ x 10’ Premium Booth Location</td>
<td>$3,200</td>
</tr>
<tr>
<td>10’ x 10’ Nonprofit Booth</td>
<td>$2,000</td>
</tr>
<tr>
<td>Island Premium</td>
<td>$ based on booth size</td>
</tr>
</tbody>
</table>

Add $200 per corner booth
Booth locations designated on the floor plan
Located in the Public Health & Resource Pavilion

More Dedicated Hours Than Ever Before!
Increase your visibility and drive attendees to your booth.

Premier sponsorships* are designed to include a comprehensive marketing approach. These opportunities incorporate custom branding, generate booth traffic, and establish enduring brand exposure—even after FMX—for maximum ROI.

*You must have a booth space in the Expo Hall in order to purchase sponsorship or advertising opportunities at FMX.

General Session
$50,000
(exclusive sponsorship)
Promote your brand during FMX general sessions, where the largest gathering of FMX attendees go for inspiration from compelling speakers. Sponsor either one or both general sessions and reach thousands of family physicians in a captive audience. The general sessions will be held Wednesday, September 13 and Friday, September 15. This sponsorship is customizable to fit your promotional needs.

FMX Celebration
$40,000
(exclusive sponsorship)
Extend your brand reach to the FMX Celebration, where attendees gather to unwind after a busy week through live music, dancing, and celebrating the family medicine specialty. This sponsorship is customizable to fit your promotional needs.
Everybody WALK! Challenge* – SOLD
$25,000
(exclusive sponsorship)
Promote walking as a healthy habit and partner with the AAFP to create a walking challenge at the conference to see who takes the most steps. Sponsor will be displayed prominently on the main lobby staircase with floor clings promoting this wellness initiative. Attendees will stop by your booth to enter their steps on a leader board.
*Exhibit space of 10’ x 20’ is required.

Deadlines
Space reservation due: June 30
Materials due: July 14
Size: 59.875” W x 6.75” H x 43 steps

5K Fun Run – SOLD
$40,000
(exclusive sponsorship)
An FMX favorite since 1982! The 5K Fun Run has approximately 500 registrants who truly look forward to this event. The branding and custom designs of this sponsorship include:
• Custom registration website
• Branded confirmation emails to each registrant
• Sponsor logo on run t-shirt and distribution from sponsor’s booth for traffic generation
• Branded race bibs, banners, and run content
• Personal welcome message at the start of the race

FOR MORE INFORMATION OR CUSTOMIZED SOLUTIONS CONTACT:

JULIA OZARK, CEM | AAFP | 913.906.6297 | JOZARK@AAFP.ORG
Expand your marketing reach throughout the convention center.

**Main Lobby Banners or Glass Panels – SOLD**

$10,000–$30,000  
(multiple locations available)

Capture immediate attention by sponsoring one or more of the main lobby banner or glass panel locations. Make a statement with one of these huge visual packages.

**Deadlines**

Space reservation due: June 30  
Materials due: July 14  
*Size: Varied (based on location and dimensions)*

**Escalator Decals – SOLD**

$25,000 per side

Get high visibility in high-traffic areas. Attendees will see your custom graphic displayed on one side of the glass railing of the escalator.

**Deadlines**

Space reservation due: June 30  
Materials due: July 14  
*Size: 26" W x 44.5' L*

**Column Wraps**

$10,000–$20,000  
(multiple locations available)

Get high-visibility impact for your messaging. Surround attendees with your message as they move through the convention center. Several opportunities are available throughout the main lobby area and Expo Hall.

**Deadlines**

Space reservation due: June 30  
Materials due: July 14  
*Size: Varied (based on location and dimensions)*
AAFP Challenge – SOLD
(16 available)
$1,500 Bronze Level
$2,500 Silver Level
$3,500 Gold Level
Attract nearly 1,000 attendees directly to your booth in a fun and creative way. Attendees will make their way through the Expo Hall retrieving stamps and initiating conversation at each stop. Challenge pieces are entered for prize drawings provided by the AAFP.
Deadlines
Space reservation due: June 1
Materials due: June 15

Expo Hall Footprints – SOLD
$10,000
(2 available)
Such a contagious and fun way for attendees to find your booth! Custom footprint floor clings will lead attendees to your booth from the main entrance of the Expo Hall.
Deadlines
Space reservation due: June 30
Materials due: July 14
Size: 5” x 12” each (Qty. TBD based on booth location)
Lanyards – SOLD
$20,000
(exclusive opportunity)
Each registered attendee will be given a complimentary lanyard with their registration material. Sponsor has the opportunity to customize the lanyard fabric.

Deadlines
Space reservation due: April 1
Materials due: April 14

Coffee Sleeves*
$15,000
(exclusive opportunity)
Hot and in demand! Coffee sleeves are a sure way to catch the eye of every attendee. Customizable artwork is displayed on these beverage jackets and used throughout the entire convention center and Expo Hall at every coffee break.

*Pharmaceutical and medical device exhibitors may not participate based on the Sunshine Act law.

Deadlines
Space reservation due: June 30
Materials due: July 14

Coffee Breaks*
New
$20,000 per day in The Hub
$10,000 per day in Expo Hall
The AAFP provides 2,025 gallons of coffee for attendees throughout the five-day conference. Locations include the Expo Hall and The Hub. Capitalize on this popular destination by sponsoring the coffee breaks at FMX. Sponsorship includes a custom table wrap with your logo, tagline, and booth number plus custom napkins.

*Pharmaceutical and medical device exhibitors may not participate based on the Sunshine Act law. Sponsor must not be a direct competitor of coffee sleeve sponsor.

Deadlines
Space reservation due: June 30
Materials due: July 14
Registration Bags – **SOLD**  
$40,000  
*(exclusive opportunity)*  
An attendee favorite and take-home item. Registration bags are given to each attendee with custom design opportunities for the sponsor.  
**Deadlines**  
Space reservation due: March 1  
Materials due: March 17

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Aisle Signs*  
$1,500 each  
*(*multiple locations available)*  
Create awareness and visibility by displaying your company logo, tagline, and booth number on an aisle sign along the main aisle of the Expo Hall.  
*Sponsor may not choose an aisle sign within 30’ of a direct competitor.*  
**Deadlines**  
Space reservation due: June 30  
Materials due: July 14  
*Size: 2’ x 4’*

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Water Bottle Station* – **SOLD**  
$10,000  
*(exclusive opportunity)*  
Sponsorship includes your four-color company and/or product logo on graphic panels of the structure placed in the main lobby area leading into the Expo Hall.  
*Sponsor provides 4,500 water bottles for distribution.*  
**Deadlines**  
Space reservation due: June 30  
Materials due: July 14

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For more information or customized solutions contact:  
**Julia Ozark, CEM | AAFP | 913.906.6297 | JOZARK@AAFPM.ORG**
Connect to attendees through multiple touch points.

**Event Mobile App – SOLD**
$60,000  
*(exclusive sponsorship)*
Put your logo in the hands of almost every attendee by sponsoring the FMX mobile app. As the exclusive supporter, your company’s logo will be displayed upon activation of the app along with three rotating banner ads on the app’s home screen. When tapped, the user is taken to a full-screen landing page displaying your choice of content and the ability to redirect to your company web page.  
**Deadline**
Materials due: April 14

**Charging Lounge – SOLD**
$30,000  
*(exclusive sponsorship)*
Brand this highly sought after destination for conference attendees to relax and recharge throughout their day. Lounge includes charging stations, multiple sofas, and chairs for a comfortable atmosphere. Supporter will receive customizable design and branding opportunities in the lounge.  
**Deadlines**
Space reservation due: June 30  
Materials due: July 14

**Enhanced listings in the Mobile App**
$450  
*(40 available)*
- Company highlighted in the mobile app exhibitor listing  
- Logo displayed on the Expo Hall map  
- Five PDFs can be uploaded to the exhibitor's mobile app listing

**Business Suites**
$4,820 for a 10’ x 10’, $7,260 for a 10’ x 20’, $10,320 for a 20’ x 20’

Business Suites provide a place for you to meet with staff or clients, transact business away from your booth without having to leave the Expo Hall, or survey attendees on emerging trends and research and development initiatives. Business Suites include carpet and fully enclosed meeting space. Company name, business suite number, and logo (if provided) will be printed on the entrance door.  

* Food and Beverage not included in the rental fee. Catering available through RK Culinary Group.  
* Furniture and electrical not included in the rental fee and available to order through Freeman.
Showcase your brand during face-to-face interactions with attendees.

**Welcoming Reception***

$50,000  
(2 available)

- A 60-minute reception-style presentation in the Expo Hall on Wednesday, September 13 from 5–6 p.m.
- FMX pre-registration attendee mailing list
- Wine, beer, and appetizers for 200 provided by the AAFP
- Decoration and A/V provided by the AAFP
- Bartenders and catering staff provided by the AAFP
- Two lead retrieval devices
*Exhibit Space of 20 X 20 required

**Deadlines**

Space reservation due: June 30  
Materials due: July 14

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**Expo Theater Sponsor***

**Lunch | 12:15–1 p.m. – SOLD**

(4 available Thursday and 4 available Friday)

$42,000

- One 45-minute theater set for 150 capacity classroom style
- FMX pre-registration attendee mailing list
- Two lead retrieval devices and AAFP volunteers to scan badges
- A/V and decoration provided by the AAFP
- Attendee lunch provided by the AAFP
*Exhibit space of 20 X 20 required

**Deadlines**

Space reservation due: June 30  
Materials due: July 14

**Lunch | 12:30–1:15 p.m. – SOLD**

(4 available Thursday and 4 available Friday)

$35,000

- One 45-minute theater set for 100 capacity classroom style
- FMX pre-registration attendee mailing list
- Two lead retrieval devices and AAFP volunteers to scan badges
- A/V and decoration provided by the AAFP
- Attendee lunch provided by the AAFP
*Exhibit space of 10 X 20 Required

**Deadlines**

Space reservation due: June 30  
Materials due: July 14

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FOR MORE INFORMATION OR CUSTOMIZED SOLUTIONS CONTACT:

**JULIA OZARK, CEM | AAFP | 913.906.6297 | JOZARK@AAFP.ORG**
Learning Lab Presentation
$5,000
• One 30-minute presentation session conducted on the show floor designed to give attendees the latest information on some of the hottest topics in our industry
• FMX pre-registration attendee mailing list
• Decoration and A/V provided by the AAFP

Deadlines
Space reservation due: June 30
Materials due: July 14

Networking Reception Promotion
$5,000
The AAFP will help promote and advertise your company’s networking reception. Product demonstrations or presentations may not be part of the event. Receptions can be held on the evenings of Tuesday, September 12 and Wednesday, September 13. Sponsor is responsible for all logistics, expenses, and implementation of the event.
The AAFP will promote your event in:
• FMX Daily Experience newspaper in the schedule section
• FMX mobile app
• On-site signage

Deadlines
Space reservation due: June 30
Materials due: July 14
Satellite CME Symposium
$44,000
Reach family physicians with your educational content during a Satellite CME Symposium. Satellite events are held in hotels surrounding the Henry B. Gonzalez Convention Center during times that do not compete with AAFP CME sessions. The AAFP will assist CME providers/activity organizers with promoting the event in FMX marketing, including:

Event listing in:
- FMX website
- FMX mobile app
- FMX Daily Experience newspaper
- Satellite event locator map
  (if completed event resume is received by June 30)
- Convention Center Signage

Additional Advertising Opportunities
- Custom ad in satellite event locator map
  (This map is sent to all attendees with their tickets and badges before the FMX event)
  * Full-page Ad $5,500
  * Half-page Ad $3,500

On-site Signage Opportunity
- Personalized convention center signage $6,000

Deadlines
Space reservation due: June 14
Materials due: June 30
Choose from a variety of advertising options to reach attendees.

**FMX Event Updates**
Receive distinct visibility with prominent digital ad promotion. FMX Event Updates deliver timely and relevant meeting features and information in a more detailed, comprehensive e-communication. These promotions had a 21.5% unique open rate in 2016. Emails will be tailored and segmented by audience type.

**Advertising Includes**
- Display rectangle ad: 300 x 250 pixels
- Advertorial: 50-character headline, 300-character body copy excluding spaces

**Pre-Event Email** $9,300
This promotional email sent prior to early bird deadline will promote key features and benefits of the live event. Reach a broad audience of approximately 62,000 active AAFP members and past FMX attendees.

- June 1 Ad space deadline
- June 7 Ad materials deadline
- June 14* Email is published by the AAFP

**On-Site Event Email** $12,400
During FMX, a promotional email sharing key event highlights will be sent to active members not attending the live event. Connect with approximately 62,000 active AAFP members and past FMX attendees.

- August 18 Ad space deadline
- September 1 Ad materials deadline
- September 15* Email is published by the AAFP

**Post-Event Email** $9,300
It’s a wrap! Post-event recap emails capture highlights from FMX. Round out your marketing campaign with this opportunity to reach approximately 65,000 active members, registered attendees, non-registered active members, and event prospects.

- August 25 Ad space deadline
- August 30 Ad materials deadline
- September 21* Email is published by the AAFP

*Actual send date is subject to change.

**Important Fact**
AAFP member email addresses are not available for purchase. No other opportunity offers exclusive exposure like the FMX Event Updates!
FMX Event Site

Digital marketing provides targeted visibility and measurable ROI before, during, and after FMX. Build brand awareness, increase your online presence, and influence your target audience with premium advertising on the official FMX event site, www.aafp.org/fmx.

In 2016, the FMX event homepage experienced:

- 108,000 visitors (48% were return visitors)
- 50% more visitors than in 2015
- 386,000 content views

**Enjoy broad exposure with event site traffic drivers:**

- Hyperlinked on the Event Update emails (on site and post-event)
- Social media posts
- Promotion in the printed *FMX Daily Experience*
- Daily alerts in the FMX mobile app

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The online destination for up-to-the-minute information on registration, schedules, networking and events, Expo Hall, and meeting news.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad Placement</th>
<th>SOV</th>
<th>Ad Specs</th>
<th>File Format</th>
<th>Ad Display Duration</th>
<th>Advertising Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>FMX Homepage, About Section, Hotel and Travel*, Schedule Section, Networking and Events, Expo Hall, Online FMX Daily Experience</td>
<td>20%-100% based upon advertising participation</td>
<td>728 x 90</td>
<td>JPG, 150 ppi</td>
<td>Guaranteed through QI 2018</td>
<td>$18,900</td>
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<tr>
<td>Sky scraper</td>
<td>About Section, Hotel and Travel*, Networking and Events, Expo Hall, Online FMX Daily Experience</td>
<td>160 x 600</td>
<td>JPG, 150 ppi</td>
<td>Guaranteed through Q1 2018</td>
<td>$9,000</td>
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<tr>
<td>Advertorial</td>
<td>Online FMX Daily Experience, featured image and half-page ad placed on advertorial page only</td>
<td>728 x 90 and 160x600</td>
<td>JPG, 150 ppi</td>
<td>Guaranteed through Q1 2018</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**RESERVE EARLY FOR MAXIMUM EXPOSURE**

**Deadlines**
- August 25: Ad space/payment due
- September 1: Ad materials due

Ads received will be placed upon approval.
FMX Daily Experience, Expo Guide, and Schedule

Attendees’ most valuable FMX resources

Attendees enjoy a three-in-one publication covering FMX. This convenient and comprehensive publication provides readers with live meeting coverage and daily programming schedules, as well as engaging Expo and program information.

Deadlines
August 4  Ad space/payment
August 11  Ad materials due

Discounts available with participation in all three sections. Call your Event Media Strategist to discuss your custom advertising package.
FMX Daily Experience
SECTION ONE

Get noticed alongside important late-breaking industry news

FMX Daily Experience readers receive exclusive conference coverage and late-breaking meeting news in three issues distributed throughout the meeting. Advertise in the daily newspaper and enjoy repeat visibility in this highly desired and widely distributed publication.

Content
• FMX daily highlights
• Late-breaking news
• Session coverage
• Special events
• Acknowledgements

Deadlines
August 4  Ad space/payment
August 11  Ad materials due

Publication Dates
September 13
September 14
September 15/16

Quantities
September 13  5,000
September 14  5,000
September 15/16  4,700

Advertising Dimensions and Rates
• Ad units requiring more than one product information page will receive 15% off each additional black-and-white P.I. page
• Ads changing out will be subject to a 10% premium fee
• Rates include three issues

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>B/W</th>
<th>4/C</th>
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<tbody>
<tr>
<td>Full-page</td>
<td>10 1/4&quot; x 14&quot;</td>
<td>$12,590</td>
<td>$15,710</td>
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<tr>
<td>Junior Page</td>
<td>7 1/2&quot; x 10&quot;</td>
<td>$9,185</td>
<td>$13,195</td>
</tr>
<tr>
<td>1/2 page</td>
<td>10 x 7&quot; or 5&quot; x 14&quot;</td>
<td>$10,250</td>
<td></td>
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<tr>
<td>1/4 page</td>
<td>5&quot; x 7&quot;</td>
<td>$7,840</td>
<td></td>
</tr>
<tr>
<td>Product Showcase</td>
<td>5&quot; x 3 1/2&quot;</td>
<td>$525</td>
<td></td>
</tr>
<tr>
<td>Center Spread</td>
<td>21&quot; x 14&quot;</td>
<td>See Premium Positions</td>
<td></td>
</tr>
<tr>
<td>Front Page Banner</td>
<td>10 1/4&quot; x 2&quot;</td>
<td>See Premium Positions</td>
<td></td>
</tr>
<tr>
<td>Front Page Sticker</td>
<td>(circle) 3&quot; diameter trim, 3 1/4&quot; diameter bleed</td>
<td>See Premium Positions</td>
<td></td>
</tr>
<tr>
<td>Bellyband</td>
<td>26&quot; x 2 1/2&quot;</td>
<td>See Premium Positions</td>
<td></td>
</tr>
</tbody>
</table>

Distribution Method
Dropped at room doors at participating hotels via the Doctor’s Bag; convention center distribution at AAFP member resource areas and through handout and distribution racks.

Premium Positions
Back Cover  $21,990
Inside Front Cover  $19,570
Inside Back Cover  $17,665
Center Spread  $18,350 per page
Bellyband  $13,300 per issue

Front Page Banner  $25,725
Includes one full-page, four-color ad to be placed run of book.

Front Page Sticker  $17,610 per issue
Includes one full-page, four-color ad to be placed run of book.

Contact your Event Media Strategist for more information:
BRENNAH TATE | TRISTAR PUBLISHING | 913.491.4200 | BTATE@TRISTARPUB.COM
FMX Expo Guide
SECTION TWO
Drive traffic to your booth and events
The FMX Expo Guide will engage attendees with information about FMX programming and articles featuring selected exhibitors, while also delivering important Expo Hall details.

Deadlines
August 4   Ad space/payment
August 11  Ad materials due

Publication Dates
September 12/13
September 14
September 15/16

Quantity
September 12/13  8,700
September 14    5,000
September 15/16  5,000

Advertising Dimensions and Rates
• Ad units requiring more than one product information page will receive 15% off each additional black-and-white P.I. page
• Rates include three issues

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<tr>
<td>Full-page</td>
<td>10.5&quot; x 14&quot;</td>
<td>$10,375</td>
<td>$13,980</td>
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<tr>
<td>Junior Page</td>
<td>7.25&quot; x 10&quot;</td>
<td>$8,200</td>
<td>$10,710</td>
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<td>1/2 page</td>
<td>10.5&quot; x 7&quot; or 5&quot; x 14&quot;</td>
<td>$6,700</td>
<td></td>
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<tr>
<td>1/4 page</td>
<td>5&quot; x 7&quot;</td>
<td>$3,250</td>
<td></td>
</tr>
<tr>
<td>Product Showcase</td>
<td>5&quot; x 3.5&quot;</td>
<td>$525</td>
<td></td>
</tr>
<tr>
<td>Expo Hall Map Banner</td>
<td>21&quot; x 2&quot;</td>
<td>See Premium Positions</td>
<td></td>
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<tr>
<td>Front Page Banner</td>
<td>10.5&quot; x 2&quot;</td>
<td>See Premium Positions</td>
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<td>Bellyband</td>
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<td></td>
</tr>
</tbody>
</table>

Distribution Method
Dropped at attendee room doors at participating hotels via the Doctor’s Bag; convention center distribution at AAFP member resource areas and through handout and distribution racks.

Bonus Distribution
3,700 copies will be available at registration starting on September 12.

Content
• Expo Hall information
• Expo Hall map
• Exhibitor listings and descriptions
• Exhibitor interviews and feature stories
• New exhibitor pavilion
• Expo theaters
• Book signings
• AAFP Exhibit & Marketplace
• Expo Hall entertainment

Premium Positions
Back Cover    $19,580
Inside Front Cover  $17,655
Inside Back Cover   $17,655
Bellyband      $15,270 per issue
Advertiser must supply bellybands. Includes one full-page, four-color ad to be placed run of book.
Front Page Banner $23,490
Includes one full-page, for ad to be placed run of book.
Front Page Sticker $15,070 per issue
This four-color, 3" circle sticker will be placed on the front page of the Expo Guide. Includes one full-page, four-color ad to be placed run of book in all issues. TriStar will produce the stickers.
Expo Hall Map    $29,300
Includes banner ad and one full-page four-color ad to run before or after the map.

Contact your Event Media Strategist for more information.
FMX Schedule
SECTION THREE

Enjoy repeat visibility as attendees plan their day

Distributed at registration and with the FMX Daily Experience, attendees rely on this integral piece each day to deliver the latest schedule updates and other important program details. New content each day will keep attendees looking for the FMX Schedule and using it throughout FMX.

Deadlines
August 4  Ad space/payment
August 11  Ad materials due

Publication Dates
September 12/13
September 14
September 15/16

Quantity
September 12/13  8,700
September 14  5,000
September 15/16  5,000

Advertising Dimensions and Rates
- Ad units requiring more than one product information page will receive 15% off each additional black-and-white P.I. page
- Rates include three issues

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>B/W</th>
<th>4/C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>10(^{1/4}) x 14”</td>
<td>$10,375</td>
<td>$13,980</td>
</tr>
<tr>
<td>Junior Page</td>
<td>7(^{1/2})” x 10”</td>
<td>$8,200</td>
<td>$10,710</td>
</tr>
<tr>
<td>1/2 page</td>
<td>10(^{1/4})” x 7” or 5” x 14”</td>
<td>$6,700</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>5” x 7”</td>
<td>$3,250</td>
<td></td>
</tr>
<tr>
<td>Front Page Banner</td>
<td>10(^{1/4})” x 2”</td>
<td>See Premium Positions</td>
<td></td>
</tr>
<tr>
<td>Front Page Sticker</td>
<td>(circle) 3” diameter trim, 3(^{1/4})” diameter bleed</td>
<td>See Premium Positions</td>
<td></td>
</tr>
<tr>
<td>Bellyband</td>
<td>26” x 21/2”</td>
<td>See Premium Positions</td>
<td></td>
</tr>
</tbody>
</table>

Distribution Method
Dropped at attendee room doors at participating hotels via the Doctor’s Bag; convention center distribution at AAFP member resource areas and through handout and distribution racks.

Bonus Distribution
3,700 copies will be available at registration starting on September 12.

Content
- Daily highlights
- CME schedules by day
- General session and special events
- Convention center map
- Expo and nutrition theaters
- Satellite symposia
- Shuttle schedule
- City tours

Premium Positions
- Back Cover  $19,580
- Inside Front Cover  $17,655
- Inside Back Cover  $17,655
- Bellyband  $15,270 per issue
  Advertiser must supply bellybands. Includes one full-page, four-color ad to be placed run of book.
- Front Page Banner  $23,490
  Includes one full-page, four-color ad to be placed run of book.
- Front Page Sticker  $15,070 per issue
  This four-color, 3” circle sticker will be placed on the front page of the Schedule. Includes one full-page, four-color ad to be placed run of book in all issues. TriStar will produce the stickers.
Distribution Racks

Exclusive and repeat visibility

Receive premium visibility with signage on five distribution racks to be displayed throughout the convention center.

**Deadlines**
- July 7: Ad space/payment
- July 14: Ad materials due

**Advertising Rate**
$26,000
Includes signage on five distribution racks plus a full-page, 4/color ad to be placed run of book in all four issues of the *FMX Daily Experience*.

**Specifications**
Provided upon space commitment.
Doctor’s Bag

Hotel distribution of your promotional material

Delivered early in the morning directly to attendees’ room doors at participating hotels, the Doctor’s Bag offers great visibility for your booth, product, and special programs.

Advertise on the outside of the bag

Receive high visibility with prime advertising space on the outside of the Doctor’s Bag. The participating advertiser receives a clear plastic 7” x 5” window pocket on the outside of the bag for inclusion of one insert with name/logo/booth recognition printed above the pocket. AAFP will brand the opposite side of the bag.

Deadlines
June 9 Ad space/payment
June 16 Logo artwork due

Distribution Dates
September 13
September 14
September 15

Advertising Rate
$16,000 per day

Prototype Submission
Submit PDF prototype to Meghan Scobie (mscobie@tristarpub.com)

Special Notes
Please see the Special Notes, Terms, & Conditions page.

Specifications
• Logo not to exceed 9” x 6” (printed directly above the pocket).
• The participating advertiser is allotted a maximum of two colors plus black for logo artwork.
• Window pocket insert cannot exceed 5½” x 4”.

Contact your Event Media Strategist for more information:

BRENNAH TATE | TRISTAR PUBLISHING | 913.491.4200 | BTATE@TRISTARPUB.COM
Hotel Guest Check-In
Be the first to welcome FMX attendees with the delivery of your promotional message when they check in at select hotels. This opportunity provides early and elite exposure to promote your product and service and make a great first impression.

**Deadlines**
- August 4: Ad space/prototype/payment
- August 25: Samples to TriStar (quantity 20)
- September 8: Materials due to hotels

**Hotel Property** | **Advertising Rate** | **Quantity**
--- | --- | ---
Grand Hyatt | $15,000 | 1,000
Marriott Rivercenter | $15,000 | 1,000
Marriott Riverwalk | $7,800 | 500

**Specifications**
Limited to one promotional item to be handed out.

Premium Room Drop
Greet attendees with your message as they return to their hotel rooms. Premium room drops are a great way to stand out from the crowd.

**Deadlines**
- August 4: Ad space/prototype/payment
- August 25: Samples to TriStar (quantity 20)
- September 8: Materials due to hotels

**Quantity**
4,500

**Advertising Rate**
$25,000 per distribution
Each participant is allowed one item per delivery.

**Available Distribution Dates**
September 13, 14, 15

Custom Post-It® Note Door Message
Make sure your message sticks with attendees. Placed on attendees’ hotel room doors, Post-It® Notes are an effective way to extend your marketing message.

**Deadlines**
- July 7: Ad space/payment
- July 14: Ad materials due

**Quantity**
Approximately 2,000 attendee guest rooms

**Advertising Rate**
$14,000 per distribution

**Available Distribution Dates**
September 13, 14, 15

**Dimensions**
8” x 5.844” trim
7.625” x 5.469” live
0.125” on all four sides; bleed

Hotel Key Cards
Greet attendees at their hotel
Hotel key cards feature the supporter’s advertisement and are given to conference attendees at guest check-in. Each attendee guest receives two key cards per room.

**Deadlines**
- July 7: Ad space/prototype/payment
- July 14: Ad materials due

**Quantity**
8,000 (includes two key cards per room)

**Advertising Rate**
$29,100

**Specifications**
Provided upon space reservation.
SPECIAL NOTES, TERMS, AND CONDITIONS

Doctor’s Bag
1. Because of stringent hotel labor policies, TriStar Publishing is not held liable for a hotel’s failure to deliver to rooms in the designated hotel room block. There will be no discounts or refunds given.
2. All inserts must be submitted to TriStar Publishing for final approval by the AAFP. A copy of the insert must be approved by the AAFP regardless of prior approval for other promotional opportunities at the meeting.
3. TriStar Publishing will notify you of approval. If changes are necessary, a copy of the corrected insert must be resubmitted. TriStar Publishing will notify you of final approval.
4. TriStar Publishing will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
5. The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
6. Do not ship bag inserts to the TriStar Publishing office. The advertiser will be responsible for cost incurred to ship to the insertion fulfillment house.
7. A minimum of five pieces must be reserved per day for bag delivery to occur.
8. Insert Specifications: Maximum dimensions are 8 ½” x 11”; maximum weight is 4 ounces.
9. Price based on an average-sized insert. Insert fee is subject to change at publisher’s discretion.
10. Because of weight and bulk, distribution of magazines, newspapers, and other publications will not be permitted in the bag.

General Notes
1. All advertisements are subject to approval by the AAFP.
2. Circulation is based on projected attendance and room blocks at the time of rate card printing.
3. The advertiser is responsible for sending the correct number of pieces. TriStar Publishing will not be responsible for shortages due to an incorrect number of pieces being received.
4. TriStar Publishing reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar will refund monies paid for participation in canceled publications or services. TriStar is not obligated to offer or replace canceled publication or services with any other advertising vehicle.

Financial Considerations
1. All signed agreements are firm. No cancellations accepted.
2. Payment due upon space commitment.
3. No agency commission or cash discounts permitted. Rate card prices are NET.
4. Fees will apply for noncompliance with the shipping instructions or failure to fully complete shipping label provided.
5. A minimum $500 late fee will be charged for materials received after the specified due date.

Don’t miss these important details.

6. TriStar will be diligent in providing the highest quality publications possible. It is understood the print quality of the daily newspapers is subject to the availability of the printer(s) in the event city. TriStar Publishing, Inc. will not provide any refunds or discounts on advertisements in the daily newspapers due to clarity, ink saturation, or any other issues beyond the publisher’s control when in a city with limited print options.
7. Payments may be made via check, wire transfer, or credit card. Payments made by credit card shall have an additional fee of three percent (3%) added to the total purchase price. This fee cannot be waived.
8. Payment is due prior to printing of the publication/services rendered unless otherwise agreed upon with the Publisher. If Publisher agrees, payment shall be made by the responsible party within 45 days of receiving tear sheets or proof of advertisement. In the event payment is not remitted to TriStar Publishing, Inc. by the responsible party within 45 days of receiving proof of advertisement, a late fee of three percent (3%) will be applied to the outstanding balance. In addition, outstanding payments/invoices not made within the calendar year the advertisement was placed, a six percent (6%) late fee will be applied to all outstanding balances. TriStar Publishing, Inc. reserves the right to prohibit advertising if an account is past due 90 days.

CONTACT YOUR EVENT MEDIA STRATEGIST FOR MORE INFORMATION:

BRENNAH TATE | TRISTAR PUBLISHING | 913.491.4200 | BTATE@TRISTARPUB.COM
For reservations contact
Brennah Tate  btate@tristarpub.com
Nan Blunk  nblunk@tristarpub.com
Hilary Bair  hbair@tristarpub.com

For material submission questions contact
Meghan Scobie  mscobie@tristarpub.com
Tel: 913-491-4200  Fax: 913-491-4202

Send payments to
Accounts Payable
TriStar Publishing, Inc.
7285 W. 132nd Street, Suite 300
Overland Park, KS 66213

Payment options
Payments may be made via check, wire transfer, or credit card. Payments made by credit card will have an additional fee of three percent (3%) added to the total purchase price. This fee cannot be waived.

File submission specifications
Acceptable File Formats
• Adobe InDesign
• Fonts: Adobe Type 1 or outlined
• Images: at least 300 dpi at the desired print size
• Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
• Press/print ready PDF (PDF/X compliant)
• All colors must be CMYK

Color proofs
Color proofs are necessary for checking color and content at press time. Without a color proof, the publisher cannot be held responsible for the outcome of the color on press.

Submitting files
• DVD/CD/Flash drive
• FTP: Contact your TriStar representative for login information and upload instructions.
• Email: Files less than 10MB can be emailed to ads@tristarpub.com with the subject line specifying the publication name and the advertiser name.

Unacceptable Programs
• Corel Draw
• Microsoft Publisher
• Microsoft Word and Microsoft PowerPoint

Deviation from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.
Reach physicians with your educational content.

**Sponsored Resource Center**
The Sponsored Resource Center (SRC) is a targeted place to feature your physician-directed education as part of an e-marketing program. This opportunity provides:

- Three months of access to leading family physicians on the #1 professional website in primary care, AAFP.org, visited by more than 4 million users per month
- Specialized monthly marketing of your resource(s) via email to our list of 70,000-plus AAFP family physician members

$12,000 per content piece includes one email blast and three months of posting.

**Familydoctor.org**
This trusted source for medical answers and advice is used by both family physicians and their patients. Through our partnership opportunities, familydoctor.org offers:

- 5.9 million page views; 3.5 million unique monthly visitors
- A blend of your patient education with a trusted resource, used at point of care in member offices
- Unique combination of advertising and editorial content

Opportunities range from $35,000 and up per year.

[Visit familydoctor.org.](#)